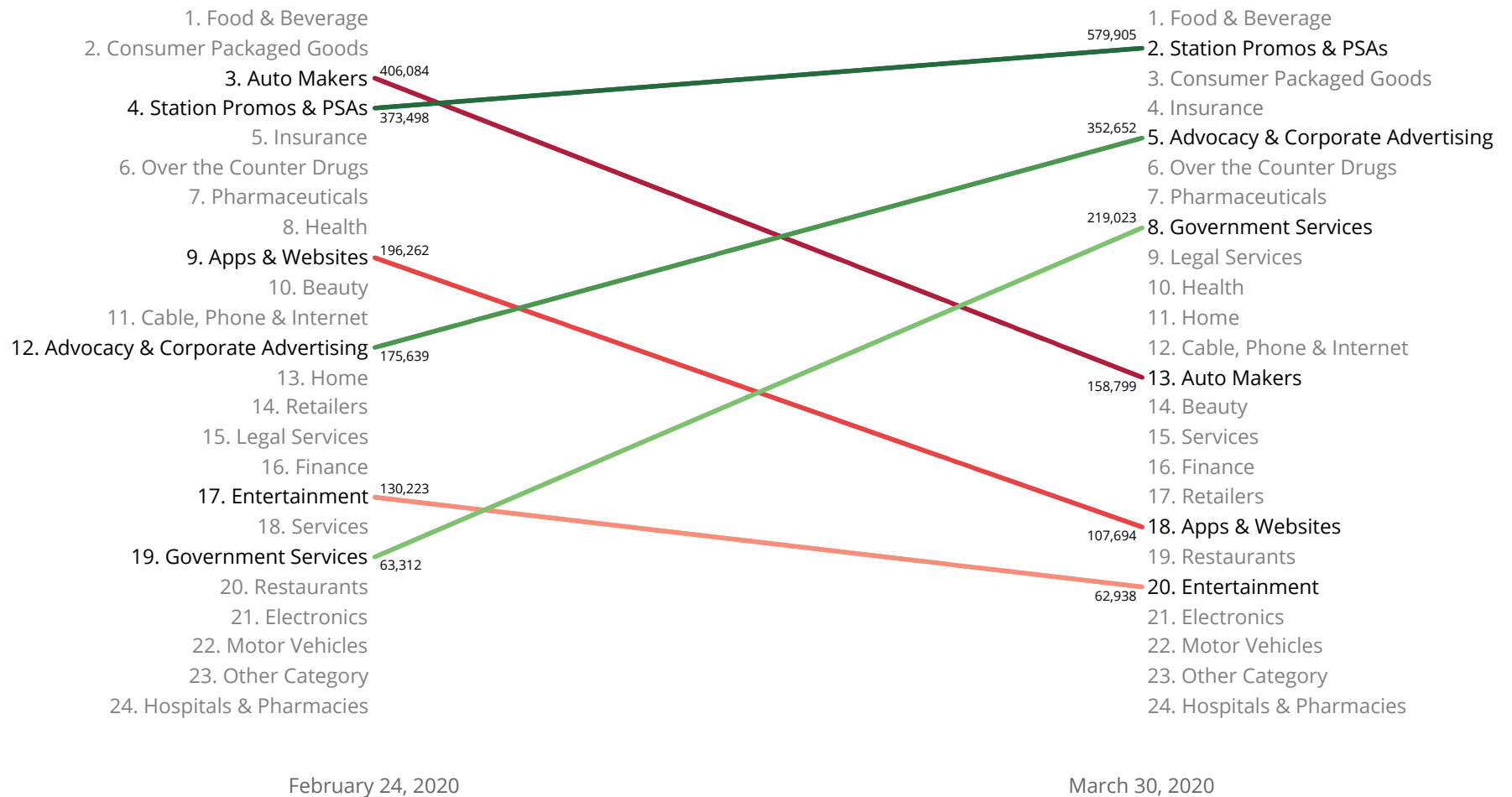


The Impact of COVID-19 on Broadcast Advertising

Industries Ranked by Number of Airings

This trend analysis ranks the industries we track by total number of airings in the top 25 media markets and compares the change in rank between the weeks of 2/24/20 and 3/30/20. The highlighted industries have experienced the largest gross increase (green) or decrease (red) in total airings.



The U.S. recorded its first coronavirus-related death on February 29; March 11 was when the WHO declared a pandemic and the U.S. response began in earnest. March was the month where the impact of Covid-19 on the economy and business became apparent. Therefore, for the purpose of this comparison, the week of February 24 represents the last "normal" week in broadcast advertising activity and is the starting point for this analysis.